

2020

**SPONSORSHIP
PACKET**



*Lemonade Day!*TM

OUR MISSION...

To help today's youth become the business leading, social advocated, community volunteers and forward-thinking citizens of tomorrow.

Menu
\$1 cup 25¢ bitty cup
Sriracha lemonade
Tangy Traditional lemonade
Ginger lemonade
TeaBerry lemonade
Granola Bars = any donation

Thank You-

location

Ice
Tulcer

Lemonade Day![®]



NORTHERN ALBERTA



What is Lemonade Day?

Lemonade Day is an event that teaches kids the skills they need to be successful in life. Kids learn to set goals, develop a business plan, establish a budget, seek investors, provide customer service, save for the future, and give back to the community. Lemonade Day Northern Alberta is the perfect opportunity for our community to get engaged, demonstrate passion and show kids we care, as well as train the next generation of entrepreneurs through a free, fun, engaging, and empowering activity.

When is it?

Lemonade Day Northern Alberta will take place on Saturday, June 20, 2020.

Who can participate?

Youth of all ages, pre-K through high school, can register to set up an official Lemonade Day stand. Registration will commence on March 1, 2020 and will close May 15, 2020. In addition, community support from schools, youth organizations, and local businesses is essential to the success of Lemonade Day Northern Alberta.

How does it work?

Once a child is registered they receive a package with an informational workbook that outlines the steps needed to start a business: from setting a goal, creating a business plan, forming a budget, finding an investor, to saving money, and donating a portion back to their community.



Resources for success



Child Workbooks: These fun and informative workbooks include easy to follow lessons to help you create, build, and run a successful business.



Training Sessions: Join us for two scheduled Training Sessions and get one-on-one help from a local entrepreneur.



YouTube: Lookup "Lemonade Day" on YouTube where there is a collection of great videos for training and ideas.



Mark your calendar!



Registration opens
Registration closes

March 1
May 15

TRAINING SESSIONS

Onoway/Alberta Beach
Whitcourt
Barrhead
Swan Hills
Fox Creek
Mayerthorpe

May 19, June 2
May 20, June 3
May 21, June 4
May 26, June 9
May 27, June 10
May 28, June 11

Register at lemonadeday.org/northern-alberta

Sponsorship Contact mjones@albertacf.com
W 780-706-3500 C 780-778-0977



How can I get involved?

Everyone is welcome to be involved with Lemonade Day Northern Alberta. The organizing committee is looking for sponsors, mentors, and volunteers to make Lemonade Day Northern Alberta a success! Lemonade Day entrepreneurs - the kids in our community - will be looking for investors, a place to setup their stand,s and customers to support their first business! Lemonade Day Northern Alberta is a not-for-profit organization with all funds collected through local donations and sponsorship used directly to support Lemonade Day Northern Alberta.



What does a participant do?



- Fill out the online registration form before May 15th (no registration fees)
- Pick up a Lemonade Day training package at your community's training session (free, see lemonadeday.org/Northern-Alberta for details)
- Ask your parent to download the Lemonade Day App onto their phone
- Ask your parent to "like" Lemonade Day Northern Alberta on Facebook
- Complete the entrepreneur workbook with your parent (included in your Lemonade Day package)
- Choose a stand location, get a lease agreement and tell Lemonade Day Northern Alberta where you'll be setting up (lemonadeday.org/Northern-Alberta, "Brand Your Stand")
- Build lemonade stand
- Buy supplies for Lemonade Day Northern Alberta
- Optional – enter your lemonade recipe at the Best Tasting Competition during the 2nd training session
- Sell lots of lemonade on Saturday, June 20, 2020
- Repay investors
- Save a little, spend a little and give a little back to your favorite charity
- Optional - complete the Business Results & Accounting Worksheet from your workbook and enter your results to win National and Area Lemonade Day awards (lemonadeday.org/Northern-Alberta, "Business Results")



Parent/Guardian commitment

- Pick up the Lemonade Day package with your entrepreneur and sign registration/waiver form
- Work with your child to go through the Lemonade Entrepreneur Workbook
- Attend first mentor session with your entrepreneur; second session optional
- Support your entrepreneur on Lemonade Day

CONTEST SPONSORSHIP

\$500

LOCAL ENTREPRENEUR OF THE YEAR CONTEST SPONSOR

- Recognition as presenting sponsor of Area Entrepreneur of the Year Contest through event signage, marketing materials, social media promotion and awards in area
- Logo on website

\$500

AREA BEST TASTING LEMONADE CONTEST SPONSOR

- Recognition as presenting sponsor of Best Tasting Lemonade Contest through event signage, marketing materials, social media promotion and awards in area
- Logo on website

\$500

AREA BEST STAND CONTEST

- Recognition as presenting sponsor of Best Stand Contest through all event signage, all event marketing, social media promotions and awards in area
- Logo on website

PARTICIPANT SPONSORSHIP

\$50

SPONSOR A PARTICIPANT

- Give a youth the chance to participate in our program
- There are no registration fees for a participant to attend and we want to keep it that way
- The continuation of our program into the future, depends on donations like this

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The success of Lemonade Day relies on members of the community coming together for a common purpose – to train the next generation of entrepreneurs, civic leaders and engaged citizens.

**THANK YOU FOR
YOUR SUPPORT**

